



Growing Healthy Kids Columbus Coalition

____ Steering Committee

____ X Full Coalition

Date: September 30, 2014 Time: 10:00 am – 12:30 pm

Location: Columbus Public Health
Auditorium
240 Parsons Ave.
Columbus, Ohio 43215

Facilitators: Cheryl Graffagnino, Columbus Public Health
Carol Smathers, The Ohio State University Extension
Jamie Turner, Columbus Public Health

Attendees:

Rosa Merritt (St. Stephens), Tommy Ferguson (St. Stephens), Velma Tanks (New Mt. Sinai Church), Mark Haynes JR (CHA), Ricardo Wilson (PFN), James Cole (PFN), Carolyn Bernard (CCS), Korrin Vanderhoof (OSU-EFNEP), Pat Riederer (OSU-EFNEP), Katy Keogh (Kroger), Jenny Lobb (OSU Extension), Luke O'Quinn (OSU LifeSports), Jennifer Bynum (CPH-HCHW), Hannah Bills (CPH-HCHW intern), Michael Bramlish (NCH), Jess Rizzoneli (CHA), Dana Dorsey (YMCA), Bob Holomuzki (CPH-SNT), Christie Nohle (FPC), Kate Whitman (MCHS-Church Partnerships), Mark Miller (FPC), Rebecca Peacock-Grey (St. Stephens), Marinda Clayton (Action for Children), Marilyn Rabe (OSU Extension), Arielle Lippman (CPH), Katie Stone (CPH), Kwesi Gyimah (GCWT), Dana Dorsey (YMCA), Becky Wade-Mdivarian (OSU Life-Sports), Mary Sheehan (CPH – HCHW), Lynn Robinson (MORPC), Julie Wojno (CPH), Barba Seckler (CPH)

Meeting at-a-glance:

- General program updates
- Real world challenges: The skeptical director
- Results from beverage and physical activity 2014 Coalition surveys
- Policy and environment *plus education* success stories
- Appealing to shared values
- Annoying vs. winning messages

Next Steps:

Homework:

- Environmental Scan (PSEC as related to educational messaging)
- Use your borrowed "Messaging Tools" to support environmental changes at your organization

Next meeting: **October 28, 2014 10:00am – 12:30pm** at Columbus Public Health, Auditorium



Agenda Item 1: Program Updates

<i>Partner/Organization</i>	<i>Supporting Breastfeeding</i>	<i>Supporting Physical Activity</i>	<i>Supporting Healthy Eating</i>	<i>Increasing Screening and Referral</i>	<i>Other</i>
Pat Reiderer (OSU-EFNEP)		SNAP-ED will now be expanding target audience to include Preschool age children. Offering nutrition classes including family style meals and physical activity			
Velma Tanks (Mt Sinai Church)		Offering walking clubs in Linden neighborhood	With support from CPH CHC they have adopted nutrition standards for foods served and will be implementing at upcoming events serving the Linden Neighborhood		
Ricardo E. Wilson (PFN) James Cole (PFN)		Developing wellness programs for youth			
Carolyn Bernard (CCS)			Continues to work with CCS foodservice to add more produce to pre-K classroom snacks		
Katy Keogh (Kroger)			Continues to offer grocery store tours 3 rd Wednesday and 3 rd Thursday of each month in value stores. Sampling sweet mini-peppers in 50 value stores		



Rosa Merritt (St. Stephens) Rebecca Peacock-Creagan Tommy Ferguson			With support from CPH CHC they have adopted nutrition standards for foods served. Hosted Health and Nutrition Fest introducing clients to new foods and produce		
Bob Holomuzki (CPH-CNT)			Provided nutrition education and encouraged healthy food offerings at back-to-school events in which CNT participated		
Dana Dorsey (YMCA)		Implementing HEPA Standards in after-school and child care programs			
Mark Haynes (CHA)			Continues to engage in-home care providers in HCHW/OHP efforts, Offering food bank education to residents(adults)		
Luke O'Quinn (OSU LifeSports)		Offering soccer and after school programs			
Michael Bramlish (NCH)				NCH hosted representatives from Cleveland hospitals to share resources	



Mark Miller, Christie Nohle (FPC)			Healthy Harvest program and summer nutrition education programs for children completed. FPC Farmer's Markets participated in Veggie-SNAPS. Working with HCHW and Cardinal Health to connect childcare centers with community gardens		
Mary Sheehan (CPH-HCHW)			Initial meetings with Mid-Ohio Foodbank to identify a system to increase the availability of low-cost, fresh produce for Child Care Centers.	HCHW will be expanding their reach in 2015 to all of the City of Columbus	
Katie Stone (CPH-CHC)		Active Play Kit for all ages now available			
Barb Seckler (CPH – IAL)			Partnered with OSU Medical Center to create another Dish on Delish healthy cooking video. Whole Foods 5% day raised more than \$4000 for the IAL Healthy Food Fund	Columbus was awarded Let's Move Gold status. Dr. Jim Lando, HHS Regional Health Administration visited CPH on September 22 to recognize Columbus	
Kwesi Gyimah (GCWT)		Hosted Let's Move Columbus events on September 21, 2014 serving			



		more than 500 attendees in 4 locations throughout the City. Distributed 500 Water First for Thirst water bottles and My Plate placemats	
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Environmental Change and Messaging: A Winning Combination for Healthy Behaviors

Workshop 1: Objectives:

1. Recognize common challenges to implementing policy and environment changes
2. Identify characteristics of “annoying vs winning messages”
3. Identify shared values and how they can support effective messaging
4. Compare examples of how currently available educational materials address shared values
5. Draft potential “winning messages” for use in community organizations

Agenda Item 2: Real World Challenges: The Skeptical Director

Carol Smathers (OSU Extension)

Rebecca Nelson, (CPH- Administrator, Neighborhood Health Division)

Carol acted as an employee of a community organization approaching her boss to persuade her to adopt/enforce healthy eating guidelines. The role play included multiple (~3) conversations over a period of time. This role play illustrated real-life scenarios that people may encounter when approaching a decision maker regarding policy and environment changes.

- **Conversation 1** - Rebecca responded with resistance (employees deserve a reward, can't take away comfort foods at work-related events, too many rules – can't add another rule, etc.).
- **Conversation 2** - Carol presented healthy eating guidelines that had been previously developed for the organization but were not being used. Rebecca was open to re-visiting the guidelines and sharing them with staff at the next team meeting (although when Carol asked if she could present guidelines at the upcoming all-staff meeting, she expected Rebecca to say that it was not the right time).
- **Conversation 3** - Carol asked if Rebecca would be open to using strategies that she learned at a recent workshop (such as this one) to promote healthy eating in the organization. Rebecca said “absolutely, as long as it is not a compliance policy”.

Agenda Item 3: Practices and Policies in Your Organization

- Review of results from 2014 beverage and physical activity surveys that were completed by coalition members.
 - Challenges to policy & environment change.
 1. Coalition partners reported a desire to implement policy, system and environment changes but faced various barriers.
 2. Coalition partners expressed interest in technical assistance/training to move forward.

Agenda Item 4: Policy and Environment Change *plus* Education Success Stories

“Making Health Behaviors the Easy Choice for Employees: A Review of the Literature on Environmental and Policy Changes in Worksite Health Promotion” (ex. vending machine labeling with healthy choices in the machines) found that pairing effective education messages with PSE is most the most effective approach for achieving individual behavior change, while policy change alone has limited effectiveness.

Agenda Item 5: Appealing to Shared Values

Review of common socio-political values from shapingpolicyforhealth.org. These values can “trump” scientific evidence and drive policy/practice change in many situations.

- Security (Need) – what the organization needs to survive
- Efficiency – getting the most out of what is put in
- Equity (Fairness) – fair distribution of goods, resources and services
- Liberty (Free Choice) – ability to do what people want to do, as long as they are not harming others

Agenda Item 6: Annoying vs Winning Messages

Results of focus groups conducted by the restaurant industry to identify what messages (in regard to calorie labeling on menus) were appealing to customers and which were annoying.

- Words perceived as negative included: manage, budget, consequences, burn and visit
- Comparisons between indulgences vs. lighter options, references to nutrition facts, and being told what to do with food were also perceived as negative.
- Messages about “fuel”, “energy”, emphasis on “you”, keeping it simple, rules of thumb, additional resources, and remembering the occasion were generally accepted.

Discussion: How can we use this information to create effective messaging in our community?

Lunch – Putting Ideas into Practice

Participants completed an environmental scan (worksheet provided) during lunch.

- Lunch was set up on 2 separate tables. Cookies, regular Coke and wraps were set up on a table in the front of the room with a nice tablecloth, decorations, and table-top messaging (“make each plate a healthy plate” and “water first for thirst”) while the fresh fruit, salad, and water was set up on an uncovered, undecorated table in the corner of the room. An unintended consequence of this set up was that a CPH client came into the auditorium during the meeting and took cookies & Coke from the table by the door, given that they were easy to access.

Discussion during lunch centered on the point that “the choices that we make are shaped by the choices that we have”.

- Educational messages are limited in effectiveness when healthy choices are not available.
- Cheryl explained that the purpose of the environment scan homework is to determine whether choices support messaging and vice versa at community organizations.

Homework Assignments

- Environmental Scan – participants were given an extra worksheet and asked to complete an environmental scan at each of their community organizations
- “Messaging tools” to support environmental changes in community organizations
 - Participants borrowed a variety of sugar-sweetened beverage visuals (posters, test tubes, etc.), beverage sets, physical activity kits, etc. to try out in their organizations.



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- Each organization received document holders and a series of educational fliers to keep at their organizations. Participants were asked to use the messaging tools in the next 4 weeks and to come prepared to report back on their experiences at the next workshop.